Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method for disseminating calendar information in a supply chain <u>where a substantial number of the members of the supply chain are independent entities,</u> utilizing a network, comprising:

a)   receiving data from a plurality of outlets of a supply chain utilizing a network, the data relating to the sale of products by the outlets <u>during a product promotion</u>;

b)   <u>a supply chain management computer generating a current forecast of sales of the product during the product promotion based on the data;</u>

c)   <u>making changes in the product promotion based at least in part on the current forecast of sales of the product during the promotion and</u> generating an electronic~~a~~ calendar of events <u>at least in part for the product promotion wherein the electronic calendar of events includes the changes</u>; and

<u>d)</u>   ~~e)~~ allowing <u>to a plurality of members of the supply chain</u> access to the <u>electronic</u> calendar of events utilizing a network-based interface.

2.   (Cancelled)

3.   (Cancelled)

4.   (Original)   The method of claim 1, wherein the network includes the Internet.

5.   (Original)   The method of claim 1, wherein the access to the calendar of events is restricted to only a predetermined set of the outlets.

6.   (Original)   The method of claim 5, wherein the restricted access is enforced utilizing passwords.

7.   (Currently amended) A system for disseminating calendar information in a supply chain where a substantial number of the members of the supply chain are independent entities, utilizing a network, comprising:

a)   logic for receiving data from a plurality of outlets of a supply chain utilizing a network, the data relating to the sale of products by the outlets during a product promotion;

b)   logic for generating a current forecast of sales of the product during the product promotion based on the data;

c)   logic for making changes in the product promotion based at least in part on the current forecast of sales of the product during the promotion and generating an electronica calendar of events at least in part for the product promotion wherein the electronic calendar of events includes the changes; and

d)   e) logic for allowing to a plurality of members of the supply chain access to the electronic calendar of events utilizing a network-based interface.

8.   (Cancelled)

9.   (Cancelled)

10.   (Original)   The system of claim 7, wherein the network includes the Internet.

11.   (Original)   The system of claim 7, wherein the access to the calendar of events is restricted to only a predetermined set of the outlets.

12.   (Original)   The system of claim 11, wherein the restricted access is enforced utilizing passwords.

13.   (Currently Amended) A computer program product for disseminating calendar information in a supply chain where a substantial number of the members of the supply chain are independent entities, utilizing a network, comprising:

a) computer code receiving data from a plurality of outlets of a supply chain utilizing a network, the data relating to the sale of products by the outlets during a product promotion;

b) computer code for generating a current forecast of sales of the product during the product promotion based on the data;

c) computer code for making changes in the product promotion based at least in part on the current forecast of sales of the product during the promotion and generating an electronica calendar of events at least in part for the product promotion wherein the electronic calendar of events includes the changes; and

d) e) computer code for allowing to a plurality of members of the supply chain access to the electronic calendar of events utilizing a network-based interface.

14. (Cancelled)

15. (Cancelled)

16. (Original) The computer program product of claim 13, wherein the network includes the Internet.

17. (Original) The computer program product of claim 13, wherein the access to the calendar of events is restricted to only a predetermined set of the outlets.
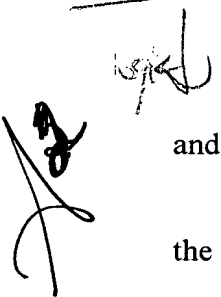
18. (Original) The computer program product of claim 17, wherein the restricted access is enforced utilizing passwords.

19. (New) The method of claim 1, further comprising

determining based on the data a deviation from a previous forecast; and

taking an action related to inventory for the products in response to the deviation.

20. (New) The method of claim 1, wherein the forecasting of sales comprises

determining a cannibalization of sales of products not a part of the product promotion; and
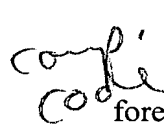
taking an action related to inventory for the products in response to the cannibalization of sales.

21.   (New) The method of claim 1, wherein the forecasting of sales comprises

determining an increase of sales of products not a part of the product promotion; and

taking an action related to inventory for the products in response to the increase in sales.

22.   (New) The system of claim 7, further comprising

logic for determining based on the data a deviation from a previous forecast; and

logic for taking an action related to inventory for the products in response to the deviation.

23.   (New) The system of claim 7, wherein the forecasting of sales comprises

logic for determining a cannibalization of sales of products not a part of the product promotion; and

logic for taking an action related to inventory for the products in response to the cannibalization of sales.

24.   (New) The system of claim 7, wherein the forecasting of sales comprises

logic for determining an increase of sales of products not a part of the product promotion; and

logic for taking an action related to inventory for the products in response to the increase in sales.

25.   (New) The computer program product of claim 13, further comprising

computer code for determining based on the data a deviation from a previous forecast; and

computer code for taking an action related to inventory for the products in response to the deviation.

26.   (New) The computer program product of claim 13, wherein the forecasting of sales comprises determining a cannibalization of sales of products not a part of the product promotion; and further comprises

computer code for taking an action related to inventory for the products in response to the cannibalization of sales.

27.   (New) The computer program product of claim 13, wherein the forecasting of sales comprises determining an increase of sales of products not a part of the product promotion; and further comprising

computer code for taking an action related to inventory for the products in response to the increase in sales.

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